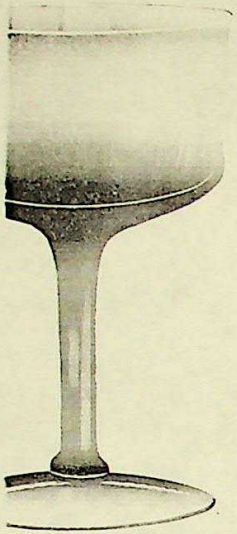
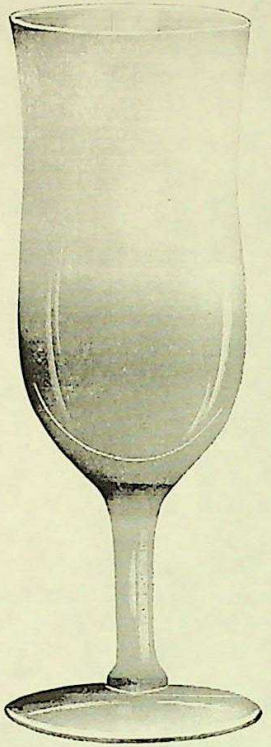
H GLASS CO., FAIRMONT, WEST VA., U. S. A.

LEAD GLASS BLOWN STEMWARE.

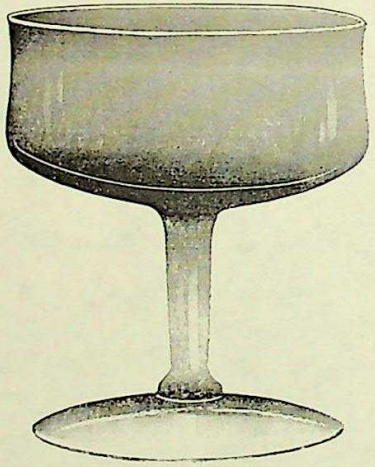


7814, 3½ oz. Cocktail.

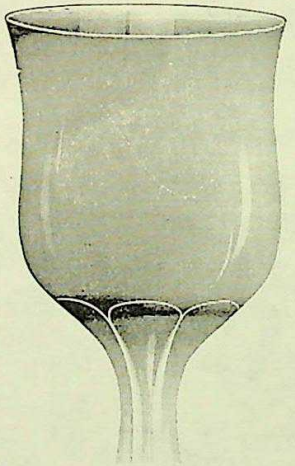
No. 7814, 2 oz. Sherry.



No. 7814, 5 oz Tall Champagne



No. 7814, 5 oz., Ftd. Sherbet



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MONONGAH GLASS CO., FAIRMONT, WEST VA., U. S. A. 267

CATALOG

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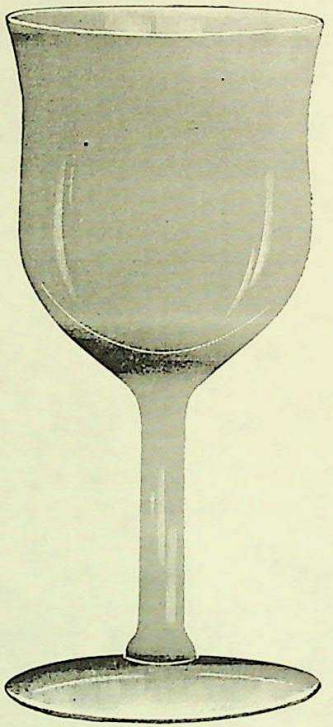
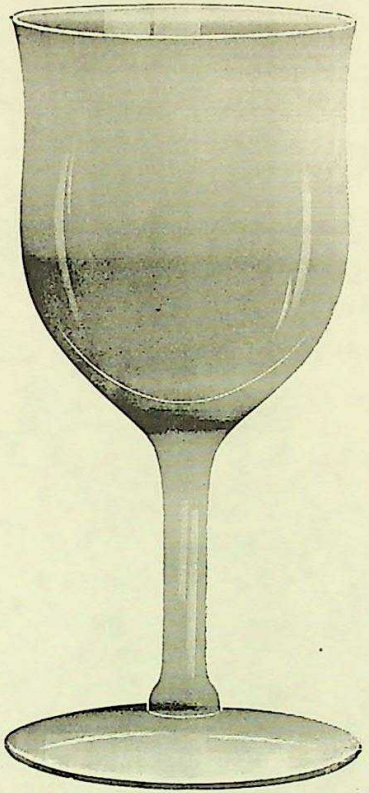
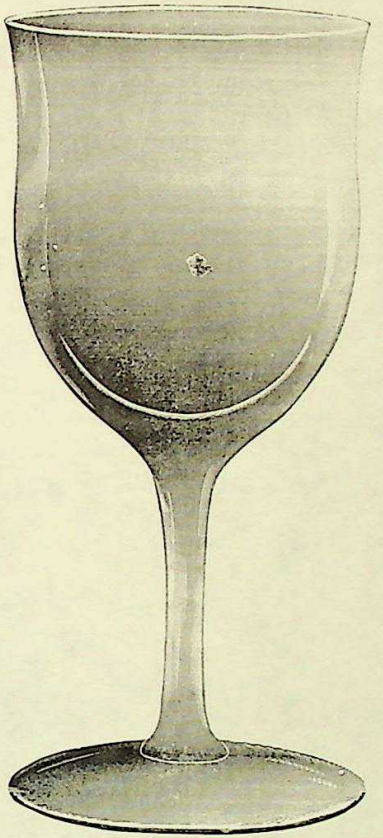
LEAD GLASS BLOWN STEMWARE.



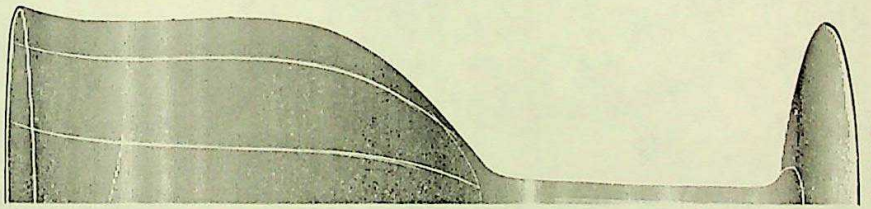
No. 7814, 6 oz. Goblet.



No. 7814, 9 oz. Goblet.



No. 7814, 10 oz. Goblet.



Goblet Optic.

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Fig. 1

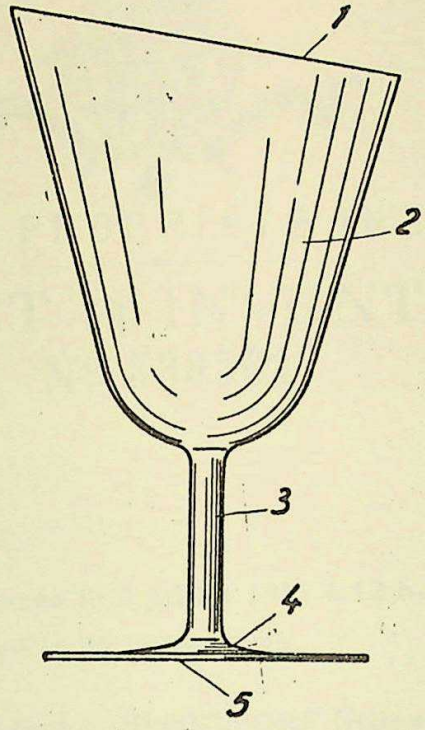


Fig. 2

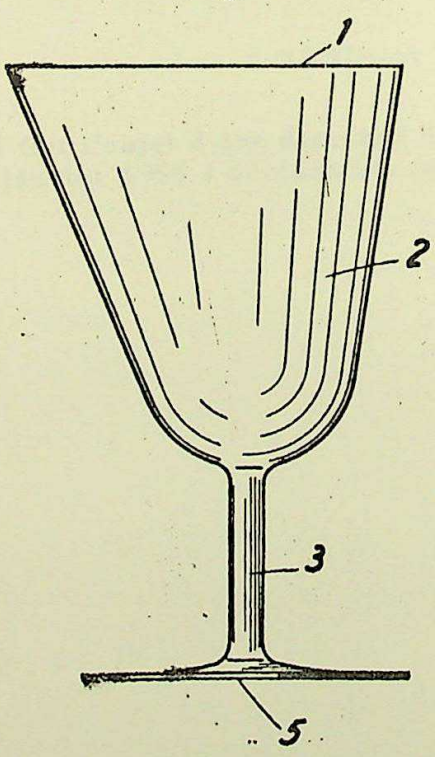
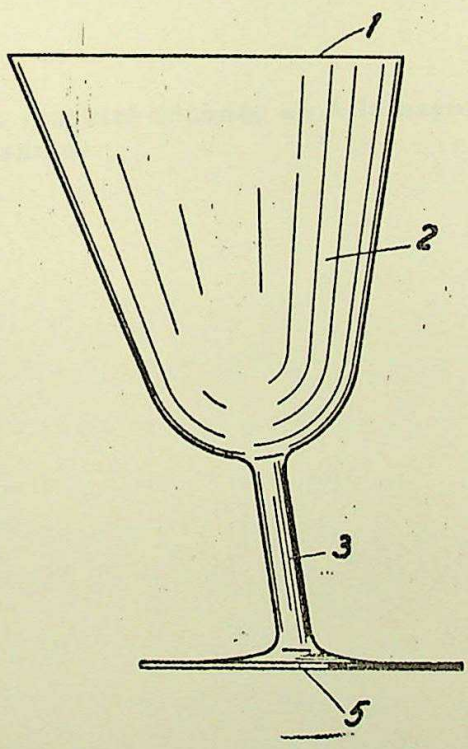


Fig. 3



from 215/99.5

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ROYAUME DE BELGIQUE

SERVICE DE LA PROPRIÉTÉ INDUSTRIELLE

BREVET D'INVENTION
N° 539561

demande déposée le 5 juillet 1955 à 12 h. 10' ;

brevet octroyé le 30 juillet 1955.

W. OELEMANN, résidant à DUSSELDORF (Allemagne).

(Mandataire : J. BEDE).

VERRE A BOIRE.

(ayant fait l'objet d'une demande de modèle d'utilité déposée en Allemagne le 12 janvier 1955 - déclaration de la déposante).

IMPRIME et EDITE le 17 JUILLET 1959.

PRIX : 20 F

Monsieur Walter OELEMANN

à Dusseldorf

(Allemagne).

Verre à boire.

Convention Internationale : Modèle d'utilité allemand demandé le 12 janvier 1955.

L'invention concerne un verre à boire qui peut présenter la forme d'un verre à champagne, à liqueur, à vin, à bière etc.. et elle a pour but de procurer un verre qui permet principalement d'augmenter le plaisir qu'on éprouve à boire.

Comme on le sait, ce n'est pas seulement le sens du goût qui intervient dans le plaisir de boire, mais aussi celui de l'odorat qui permet d'apprécier le bouquet de la boisson. Ceci est surtout le cas pour les spiritueux de qualité, tels que les eaux-de-vie et les liqueurs fines, ainsi que pour les vins supérieurs. Spécialement en ce qui concerne les spiritueux on a déjà cherché à faire participer dans une plus forte mesure le sens de l'odorat en donnant au verre une forme spéciale, notamment en augmentant [illegible]

mensions et en les renflant ou en lui donnant la forme d'une coupe plus grande. Le but visé n'est pas complètement atteint par les mesures connues.

Suivant l'invention le bord du verre ou le bord de l'ouverture de la coupe se trouve dans un plan qui coupe obliquement l'axe du verre ou de la coupe du verre. On obtient ainsi un verre de forme complètement nouvelle qui présente aussi un caractère spécial au point de vue du goût, et où l'un des côtés du verre est plus grand que l'autre de manière à former dans une certaine mesure une calotte ou un écran qui augmente la participation de l'odorat au plaisir de boire par suite d'une meilleure perception du bouquet ou du parfum par le nez.

La faculté de percevoir d'une manière particulièrement efficace le parfum ou le bouquet par le nez est alors assurée si l'axe de la coupe du verre est perpendiculaire à la surface d'assise de ce dernier. Dans cette forme d'exécution l'un des côtés du bord du verre est plus haut que l'autre de telle sorte que le parfum ou le bouquet est déjà amené au nerf olfactif lorsque la surface du liquide dans le vase du verre est encore horizontale.

Evidemment d'autres formes d'exécution peuvent être présentées. Ainsi l'axe du pied, ou s'il s'agit de verres sans pied l'axe médian vertical qui passe par le centre de la surface d'appui du verre, peut couper l'axe de la coupe du verre qui reçoit le liquide, tandis que le bord de l'ouverture de la coupe du verre se trouve dans un plan horizontal ou approximativement horizontal.

Il se peut aussi que l'axe du pied du verre et l'axe de la coupe de ce dernier coïncident tandis que la surface d'appui du verre est parallèle ou approximativement parallèle au plan dans lequel se trouve l'ouverture de la coupe du verre.

L'invention n'est pas limitée à des vases à boire en verre.

Le dessin annexé représente plusieurs exemples d'exécution de l'invention sous forme de calice.

La figure 1 est une vue en élévation d'un premier exemple d'exécution.

La figure 2 montre en élévation un verre en forme de calice à pied vertical.

La figure 3 montre un verre dont l'axe du pied coïncide avec l'axe de la coupe et dont la base du pied est inclinée par rapport à celui-ci.

Dans tous les exemples d'exécution, le bord 1 de l'ouverture de la coupe se trouve dans un plan qui coupe obliquement l'axe de la coupe 2 du verre.

L'exemple d'exécution suivant la figure 1 comprend un pied 3 perpendiculaire à la base 4 qui forme la surface d'appui 5 du verre. Le bord 1 de l'ouverture de la coupe 2 est incliné par rapport à la surface d'appui 5.

Dans l'exemple d'exécution suivant la figure 2, la surface d'appui 5 du verre et l'ouverture 1 de la coupe du verre se trouvent dans des plans horizontaux parallèles entre eux. L'axe de la coupe 2 du verre coupe toutefois l'axe du pied 3 qui est perpendiculaire à la surface d'appui 5 du verre.

La figure 3 montre une forme d'exécution où la surface d'appui 5 et l'ouverture de la coupe se trouvent également dans des plans horizontaux et par conséquent parallèles entre eux. L'axe du pied 3 coïncide avec l'axe de la coupe 2. Il est toutefois incliné par rapport à la surface d'appui 5.

REVENDICATIONS.

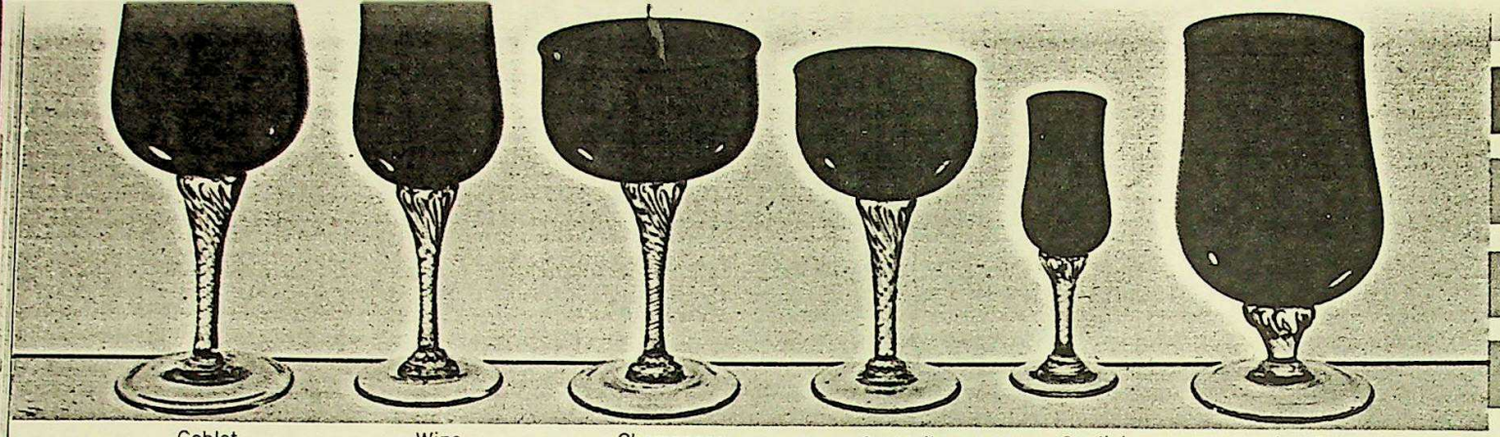
1.- Verre à boire sous forme d'un verre à champagne à liqueur, à vin, à bière, etc., caractérisé en ce que le

bord de l'ouverture du verre, c'est-à-dire de sa coupe se trouve dans un plan coupant obliquement l'axe de la coupe.

2.- Verre à boire suivant la revendication 1, caractérisé en ce que l'axe de la coupe du verre est perpendiculaire à la surface d'appui du verre.

3.- Verre à boire suivant la revendication 1, caractérisé en ce que l'axe du pied du verre ou, s'il s'agit de verres sans pied, l'axe médian vertical passant par le centre de la base du verre coupe l'axe de la coupe recevant le liquide, tandis que le bord de l'ouverture de la coupe se trouve dans un plan horizontal ou approximativement horizontal.

4.- Verre à boire suivant la revendication 1, caractérisé en ce que l'axe du pied du verre et l'axe de la coupe coïncident, tandis que la surface d'appui de la base du verre est parallèle ou à peu près parallèle au plan dans lequel se trouve l'ouverture de la coupe du verre.



SATURN—RUBY COLOR BOWL WITH CRYSTAL TWISTED STEM AND CRYSTAL FOOT

Packed 6 pcs. to ctn.
3 doz. to master
Cost: $12.00 dozen

LUNA—SMOKE
Cost: $9.00 dozen

JUPITER—COBALT BLUE
Cost: $9.00 dozen

NEPTUNE—OLIVE GREEN
Cost: $9.00 dozen

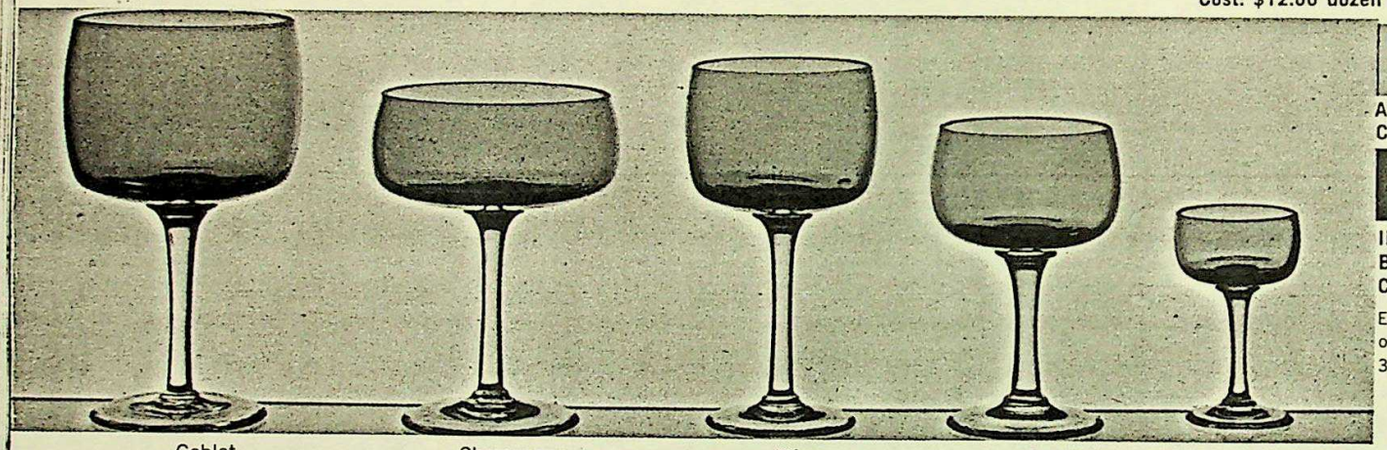
VIRGO—AMBER
Cost: $9.00 dozen

ORBIT—AMETHYST
Cost: $9.00 dozen

Each size packed one color, 6 to ctn.
3 doz. to master

Case and Packing Charge—
$.75 per case

F.O.B. Baltimore, Md.



RUTH—OLIVE GREEN BARREL SHAPE—PLAIN STEM

Packed 6 to ctn.
3 doz. to master
Cost: $9.00 doz.

ANN—AMBER
Cost: $9.00 doz.

IRENE—BLUE
Cost: $9.00 doz.

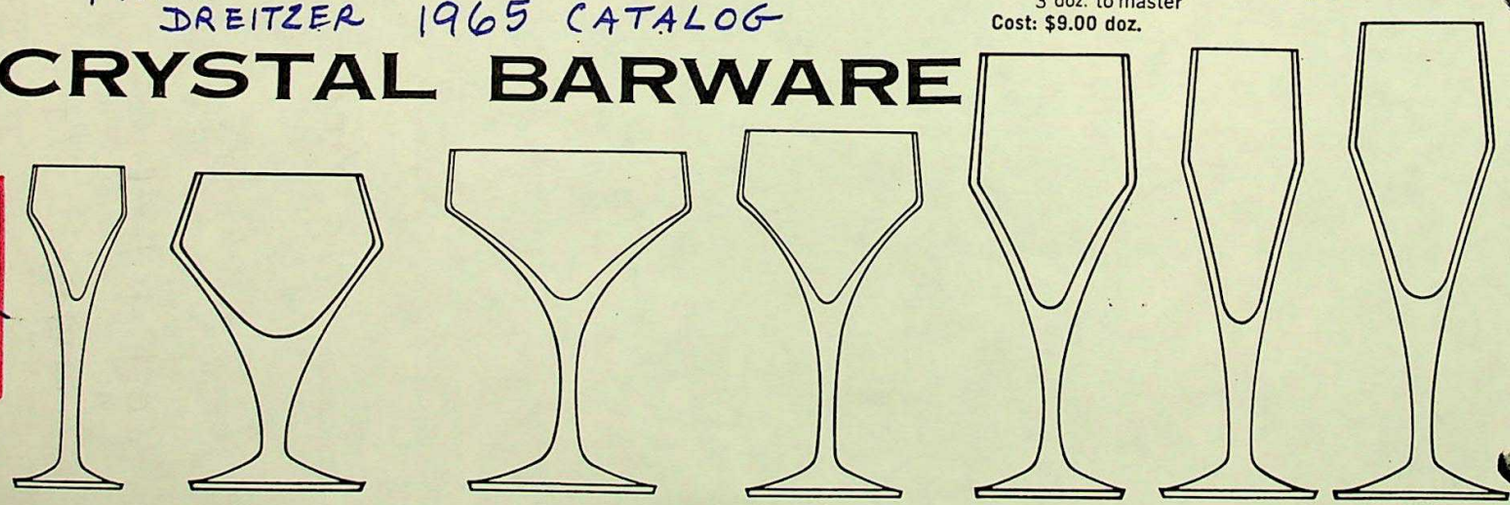
Each size packed one color, 6 to ctn.
3 doz. to master

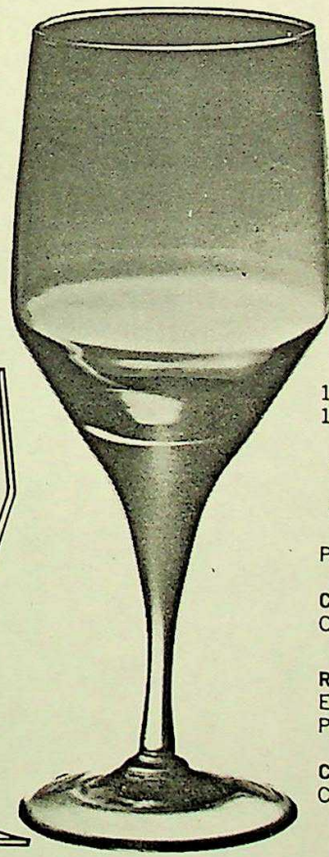
PITMAN-DREITZER 1965 CATALOG

PAGE 30

page 30

CRYSTAL BARWARE





GAIETY—CRYSTAL BARWARE ASSORTMENT

1 dozen	12 Oz. Goblet
1 dozen	7½ Oz. Champagne
1½ dozen	6 Oz. Wine
1½ dozen	5 Oz. Cocktail
1 dozen	1½ Oz. Cordial
½ dozen	10 Oz. Brandy
1 dozen	7 Oz. Parfait
½ dozen	5 Oz. Whiskey Sour

Packed ½ dozen to ctn.
8 dozen to master
Cost: $6.00 dozen
Case & Packing Charge—$1.50

RITZ
Eight Items Above in Open Stock
Packed ½ doz. to ctn.
3 dozen to master
Cost: $6.00 dozen
Case & Packing Charge—$.75

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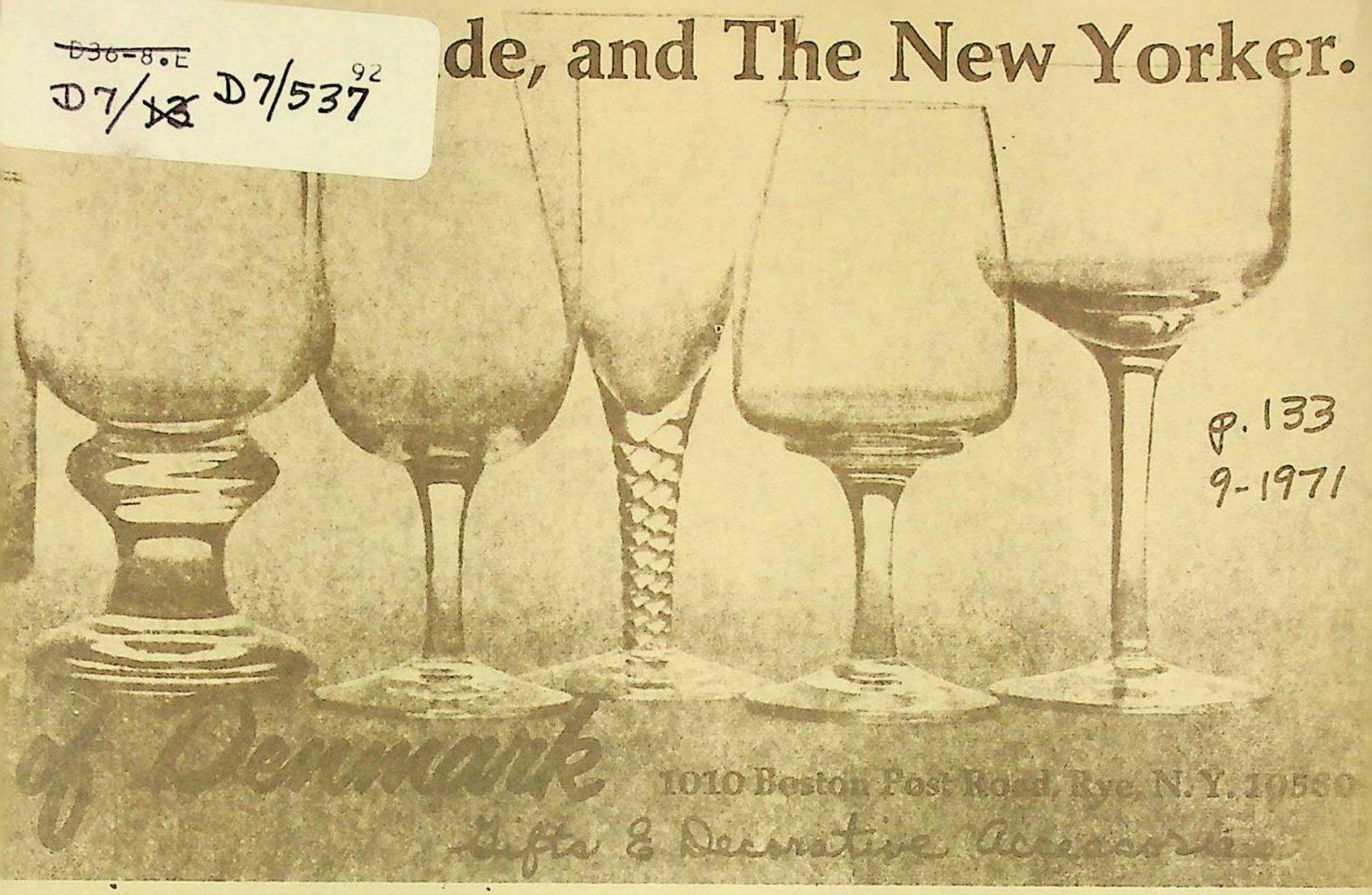
D7-537
D7/12

Original Catalog
in T-4A Box
Design Library

page 30

D36-8.E
D7/~~D6~~ D7/537 92



P. 133
9-1971

ATLANTA MARKET NEWS

D36/8(9-1)

AMM. Louis A. Hill loths in 21 sizes and ks made by Chicago North Ave., Chicago. ic and polyester that Matching 18-in. square napkins are available to match in all colors.

Irene Ailion Shows N.O.W. Marly Inc., represented in the Southeast by Irene Ailion, 10-F-3, Atlanta Mart, has introduced a bath and beauty series produced in the natural organic way, N.O.W. The group includes honey and lemon soaps, lotions, bath oils, an assortment of rosewater and glycerine items, plus bath sponges and shampoos. Sales aids are available.

New at The Good Ship: handblown Ingridglas engraved barware and a selection of handblown candleholders, rose vases and Rock Kristall.

Wolin Adds Two New Citron Groups. Permanent orange and lemon greenery has been worked into topiary and espaliered trees, napkin holders, mail baskets, table decor, candle rings, candle sticks and containers by the Wolin Co. The lemon pieces coordinate well with daisy and tulip arrangements from the floral segment of the Wolin line. An unusual combination of black and red featuring apples, wicker, bowls and baskets has been added to the showroom, they are handsome with wrought iron accessories.

Sun Glo Has Fremont in 9-A-6 AMM. Fremont wooden barrels and buckets in assorted sizes of fir wood with traditional metal bands are being included in the Sun Glo line. Mexican tinware, cages, milk cans, molds, wash tubs, measurers, scoops, washboaards, water buckets and unusual glass and tin boxes have also been added to the Sun Glo collection in room 9-A-6.

Gifts & Decorative Accessories

Bag Tags with J & J. Crestline has followed their successful key chains with Bag Tags for brief cases, luggage and carry-alls. These colorful plastic identification plates have popular motifs, such as the famous Univ. of Ga. bulldog and Ga. Tech's yellow jacket on one side and the i.d. plate on the other. Also in Nine-G-Ten, the expanded Christmas stocking selection from Coordinated Products.

Forrest Adds to Sales Staff. Mike Forrest, Forrest & Assoc., has added Charles L. Thomas to the sales force. Mr. Thomas was formerly with Jordan Marsh. The Forrest showroom, 11-H-2, is managed by Mrs. Cecelia Forrest, and is open daily from 9 a.m. to 5.

Riddell Reps Ego. Tod Riddell & Assoc. in showroom 10-F-5 AMM is the Southeastern rep for Ego Design, manufacturer of the trunk-look in tables, bars, ashtrays, ice buckets, bookends and make-up cases. Mrs. Marguerite Griffith is showroom manager and the room is open daily.

(To page 134)

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TABLEWARE INTERNATIONAL
APRIL, 1973
p. 55

Top left:
Giselle, an elegant design from Nuova Vitac

Centre left:
Machine-made glassware from Saivo. This range is called Continental

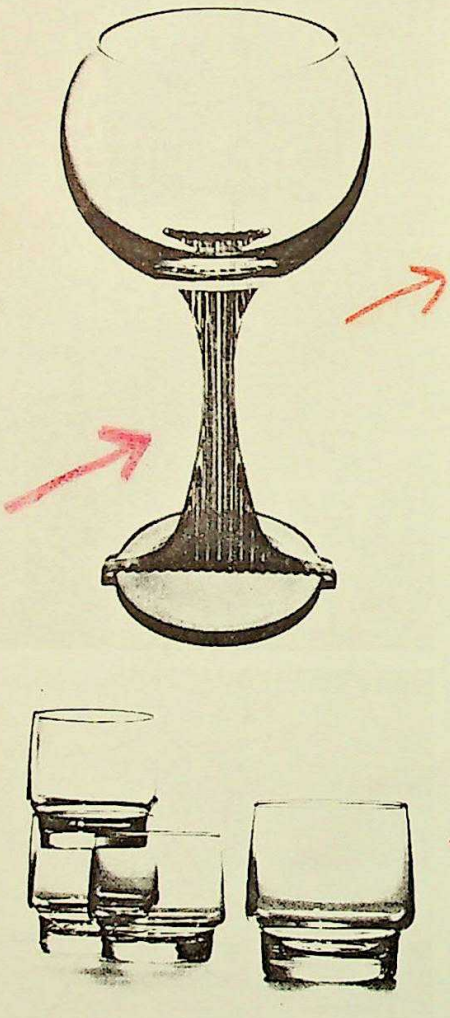
Bottom left:
This tea/coffee service, series Sabrina, is made by Zani. It is in 18/10 stainless steel and has been designed with purity of form in mind

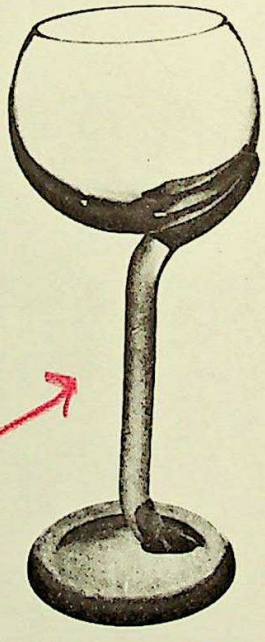
Top centre:
Glassware from the Austrian firm Riedel was displayed at Macef

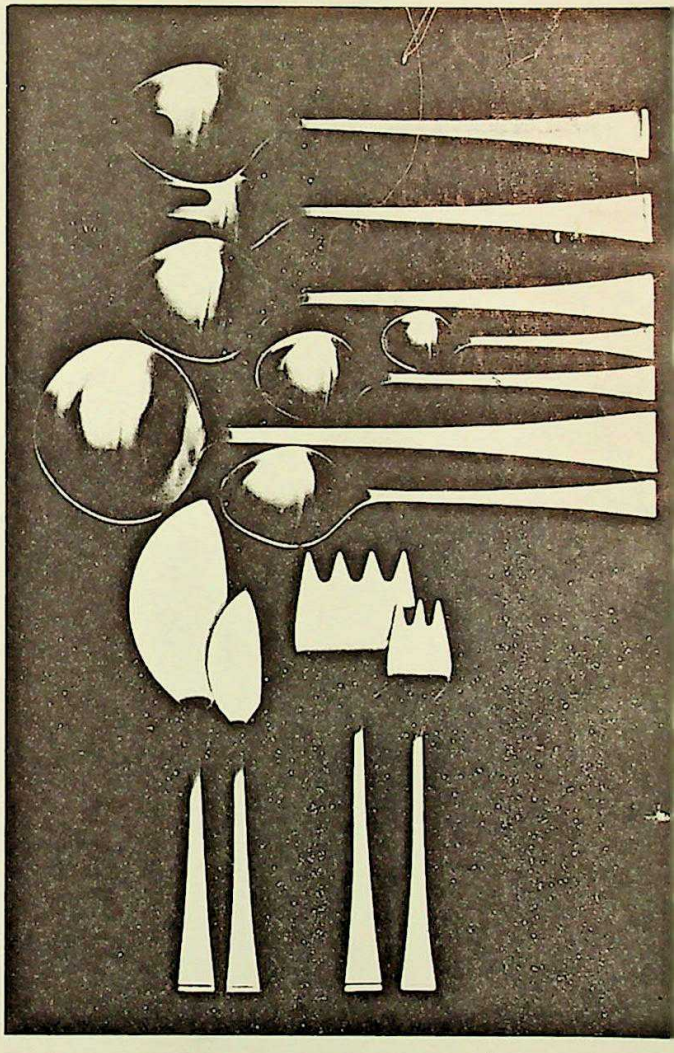
Centre:
Arabesque, from the Nuova Vitac 'Cristal New Look' collection, is an example of Italian modern design in glass

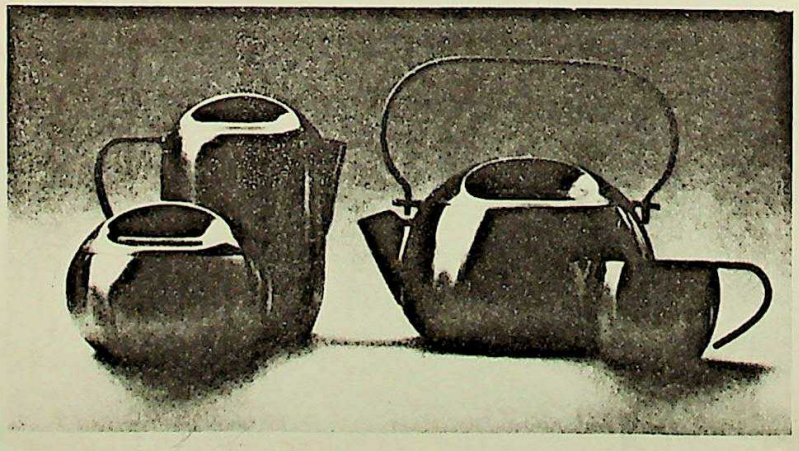
Stainless steel cutlery from Zani

Bottom right:
The Buffet Line, an exotic-looking ceramic range from Mancioli









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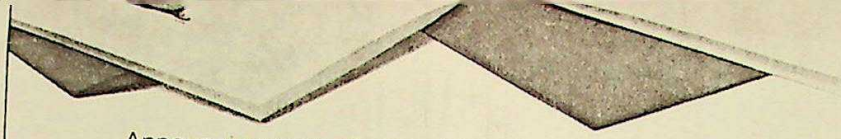

Announcing more of a good thing. *The Casual Observer*™, that curious little charmer who's stolen America's heart, is at work again. And has uncovered four more creatures to watch and wonder about.

Twelve miniature designs in hand-made padded frames with loops for hanging. $4.50 each. Easel $2.50. Notepaper, box of ten, $1.50. All prices retail.

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TANG HORSES
SILK SCROLLS
TEMPLE DOGS, ETC. . . . ETC. . . .

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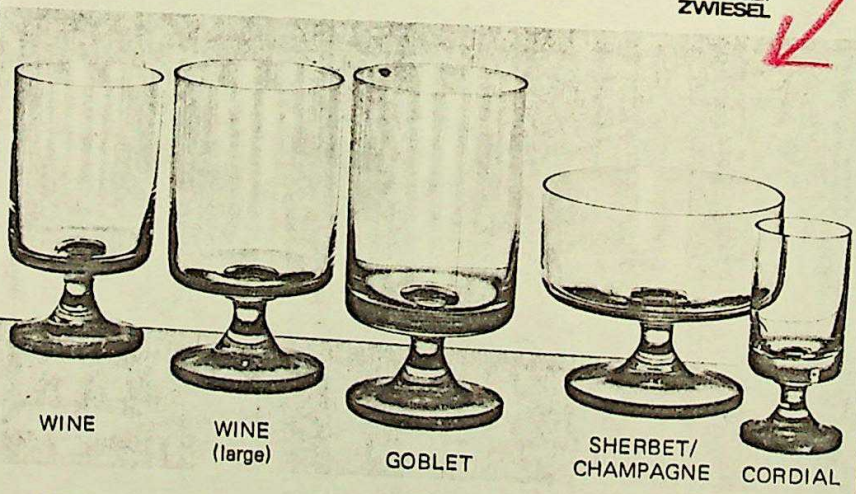
MAY, 1974

SCHOTT-ZWIESEL'S NEW PROMOTIONAL LINE

"Roma" p. 10

SCHOTT ZWIESEL



Outstanding modern design and a brilliant look of quality, spark this fetching new stemware. Your customers will look twice at the price, then buy in a rush! Space-saving ROMA is stackable and dish-washerable.

SCHOTT-ZWIESEL GLASS INC.
220 Fifth Avenue, New York, N. Y. 10001
Write for catalog

ATLANTIC CITY CHINA & GLASS SHOW, June 2-6, 1974, Booths 1029-31
NEW YORK SHOWROOMS SHOW, June 17-21, 1974, Rooms 1100-5

will definitely be included latter case, no further d currently available.

Success is being claime gift game at retailer level A sample of how the front chandisers like it can be se reactions of Jerry Ginsb Joel Eichel, co-owners and of C. O. Bigelow Co., in New

Located in the heart York's Greenwich Village Ave. between West Eigh Ninth Sts., the drug store i the oldest in New York, est in 1838.

"The Western Union peop to us," explains Ginsberg, sound movie film which the our office to illustrate how gram works. Since we are l neighborhood service sto decided to jump in. The fact merchandise is on consig and there is no retailer inve was the convincer."

The partners will stay w program. They report "the line sells, but there is a n greater variety in the merch It is a guaranteed seller, a only advertising we are usi window sign. The adve depends on Western Union. I to them to keep the ball rollin

Ginsberg regards this as year-round and a holiday bu He has plenty of sales aids GiftAmerica including wra cards, and display units all su free of charge. "But there ar in the system. They need bookkeeping procedures a greater variety of items."

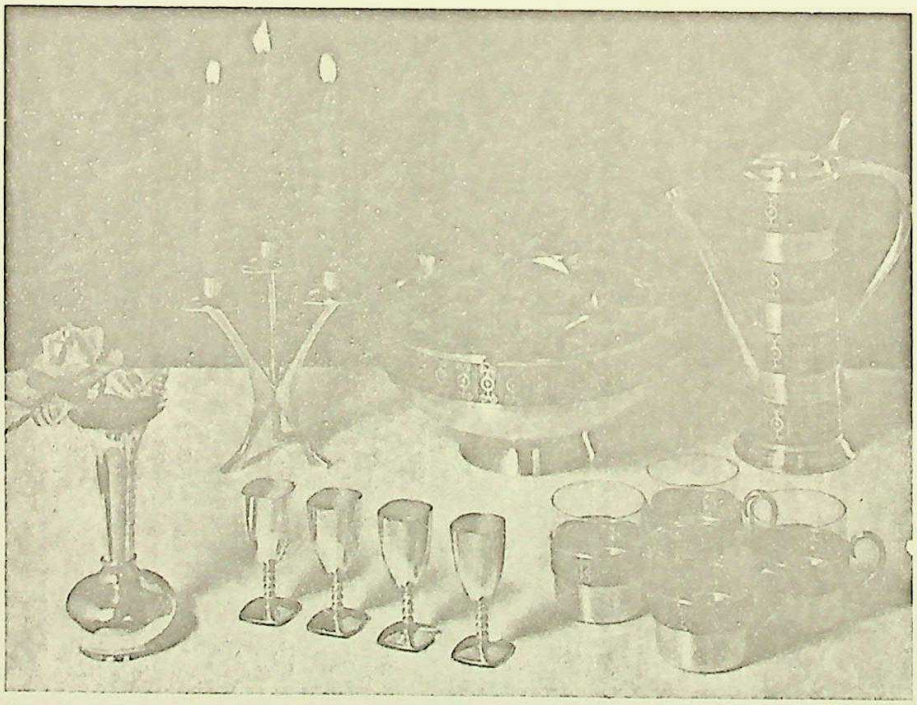
Ginsberg feels that this s does not actually compete wi true gift shop. "The service is ly for people needing a last-m item, and who usually send it town. At Christmas time, it is ticularly useful for sending mu gifts."

Bigelow has its own gift operation which has been inforced by the velocity of America sales. States Ginsb "We have always been heav year round gifts such as per and toiletries for the girlfr However, GiftAmerica has tensified this situation wit becoming competitive to it. display and their advertising made our customers more occasion conscious, and we reaped the benefits in terms of their business and an expansio our own."

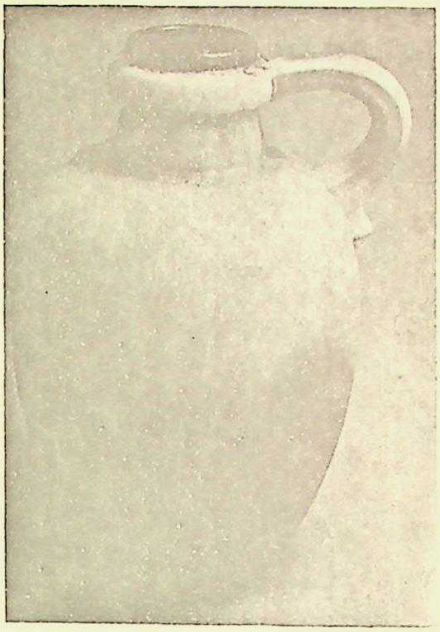
Still however, Ginsberg does feel he is competitive with the a age gift shop. A glance at his in tory reveals that the only com itive area is in the wide selectio greeting cards he has availa "Where we can compete is in vice and hours. We are open hours, seven days a week and

D7-~~X~~ D7-537

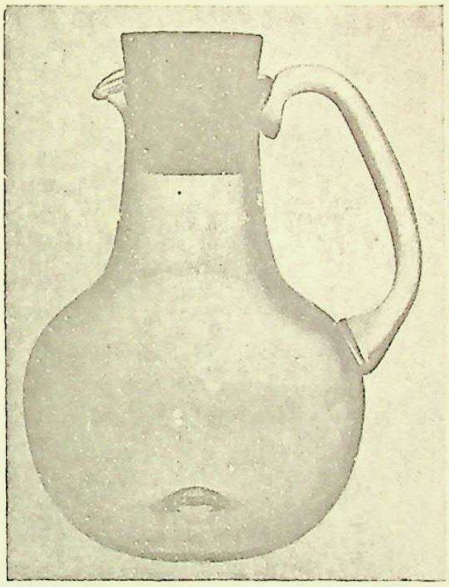
The Eiger wine service in textured lead crystal from Whitefriars Glass Ltd, Tudor Road, Wealdstone, Middlesex. The goblet can double as a tumbler and the small wine as a whisky glass. The decanter has a combined teak and cork stopper.



A range of Norwegian pewter, available in several different patterns, plus a limited range of cutlery, from Scandinavian Supplies (London) Ltd, 171-177 Ilderton Road, London SE16 3LB.



This vase, available in 42 and 51 cm sizes, comes from Scheurich GmbH & Co KG, 8764 Kleinheubach/Main, Postfach 60, West Germany. Two sizes of jug in the same style are also produced.



A wine carafe available in clear or antique grey glass from Norway's Hadelands Glassverk. Distributed in Britain by David Washington Ltd, 23 Greenmeadows Road, Madeley, Nr Crewe, Cheshire CW3 9EY.

TABLEWARE INTERNATIONAL

JUNE, 1974

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Which glass would you rather drink from?

You certainly don't want your child drinking from spotted, filmy glasses. Use Calgonite.® It cleans the clearest of all leading dishwasher detergents.

Calgonite leaves glasses practically free of unappetizing spots and film. That's because Calgonite's exclusive Formula 211™ has more detergent power than those other brands. Switch to Calgonite.

For the glass you'd rather drink from.

Better Homes & Gardens
August, 1974 page 27

Glassware classic from its 1959 start with 250 exhibits and 7,635 buyers—to 850 exhibits and 14,043 buyers at the 1975 event.

At the plaque presentation in the Haddon Hall Hotel here, Press Club members were happy about a comment from Carman that "the exhibition will remain in Atlantic City in 1976 and 1977, too."

Tabletoppers re-align

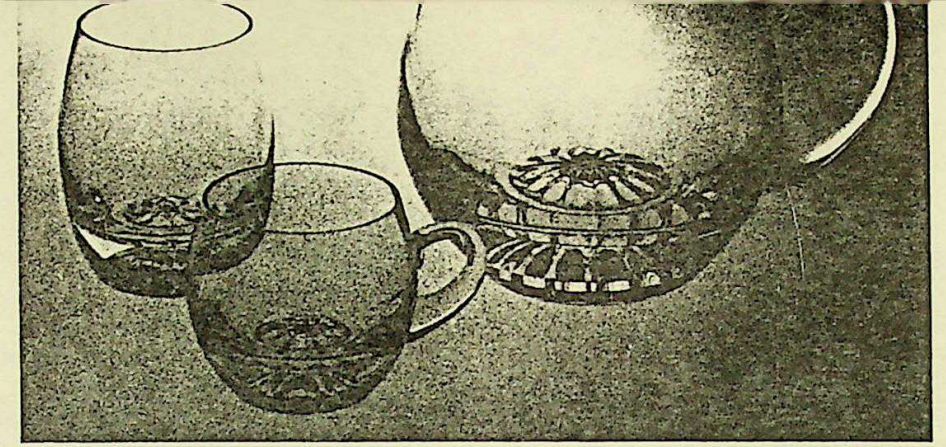
NEW YORK—New sales manager for Coalport Fine China and Galway Crystal divisions of Wedgwood, Inc., is Robert Hughes, former New York state and city sales manager for the latter. Ex-Galway executive in the U.S., William Brown, has resigned.

LA Mart elects; will firm drive

LOS ANGELES—Morris M. Loeb, president of Charlton Co., furniture manufacturers, was elected president of the Los Angeles Home Furnishings Mart's board of governors for the 1975-76 term.

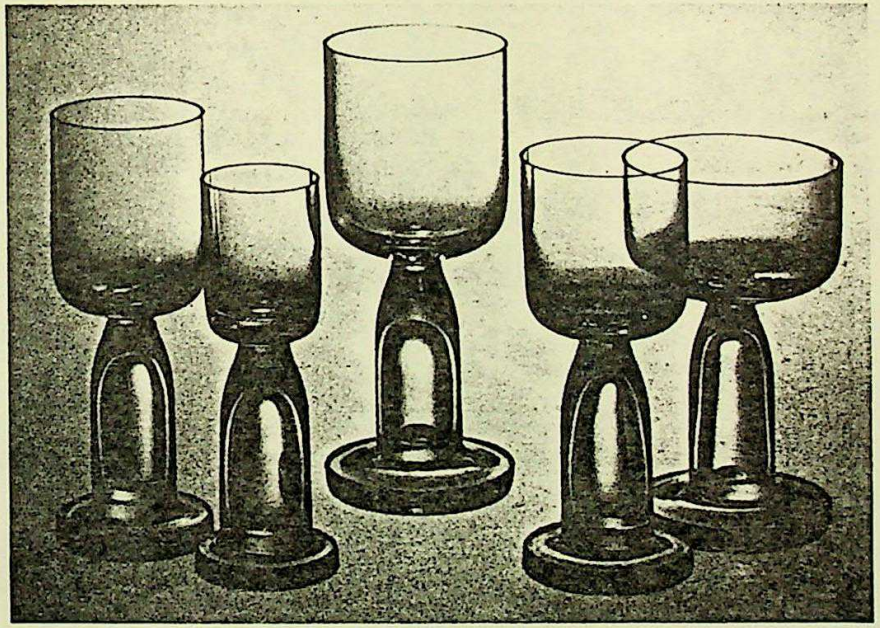
Elected to serve with him: Richard Boje, The May Co., first vice president; Ned Chapman, Noble Furniture Industries, second vice president; Armand Oppenheim, General Felt Industries, secretary; and George Grumer, Grumer-Monahan Associates, treasurer.

The board of governors, manned by leaders in the homefurnishings industry, helps establish the building's operation policy, potential markets, market dates and to extend the Mart's usefulness to retailers, interior designers and architects.



D7/537

These are only a few examples of the fine glassware from Poland. They represent a wedding of exquisite design and the skill of Polish glassmakers and cutters. Each piece is individually blown and are available plain or hand cut. The result is fine glass of lustrous brilliance with the heavy "feel" that denotes top quality. For more information on MINEX POL/GLAS, please write or visit our New York Showroom:
Exclusive U.S. Representative:
Prominex Glass and Chinaware Corp., New York Merchandise Mart, 41 Madison Avenue, New York, N.Y. 10010, Phone: 212 • 683-8541.



Sole exporter:
MINEX

↑ BOTTOM R. OF PAGE 17

Krakowskie Przedmiescie 79, 00-950 Warsaw, Poland Telex: 814401 Phone: 26-64-31

D7-537

mugs, flagons, tankards, & cups

#342 CHOCOLATE TUMBLER
unhandled ..... 7 oz.
#343 CHOCOLATE TUMBLER
handled ..... 7 oz.

#592 FLAGON .....14 oz.

#1270 TURKISH COFFEE CUP .... 5 oz.

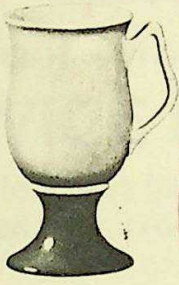
#1272 IRISH COFFEE MUG ..... 7 oz.
#1273 .....10 oz.
For cost of crest, badge, or logo contact your Hall representative

#1314 CYLINDRICAL MUG .....8 oz.

#1315 CYLINDRICAL MUG ..... 7 oz.

#1316 COFFEE MUG ..... 8 oz.

#1318 MUG .....10 oz.



PAGE 3

"HALL SERVICE CHINA"

#1473 MUG .....10 oz.

#1310 CONIC MUG..... 9 oz.
#1311 .....10 oz.

#1864 COFFEE MUG
footed .....5½ oz.
#1866 COFFEE MUG
footed—2 weep holes....7½ oz.

#1865 COFFEE MUG
footed ..... 7 oz.

#1870 COFFEE MUG ..... 7 oz.

Received 7-21-1976

#1872 MUG—footed .....8 oz.
#1873 .....10 oz.

[CAT. #SM-373]

#2273 COFFEE MUG
footed ..... 8 oz.

#2274 MUG—footed ..... 8 oz.

#2442 COFFEE MUG ..... 7 oz.
#2444 .....11 oz.

#1785 CHINESE TEACUP ..... 4 oz.

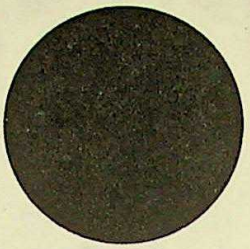
REC'D. 7-21-1976

#SM-373

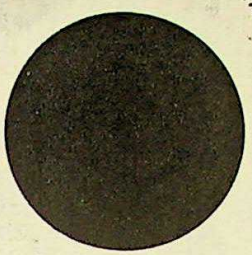
D7-11

STOCK COLORS

STANDARD COLORS

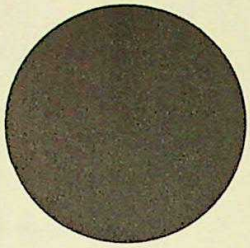


#1 BROWN

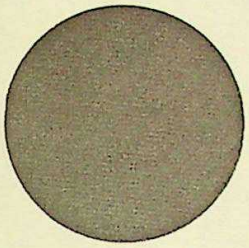


#2 GREEN

STANDARD COLORS



#3 GREEN LUSTRE

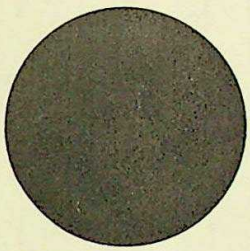


#4 GRAY

Hall®

RECEIVED
JUL 21 1976
GROUP 290

#5 IVORY

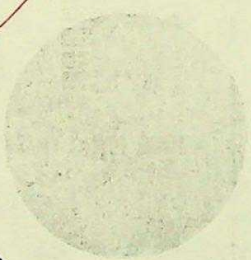


#6 BLACK

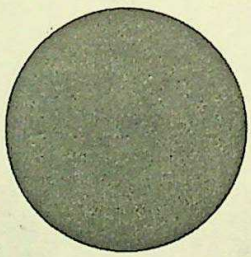
oven-proof • freezer-proof
SERVICE CHINA

lead-free glazes
approved for micro-wave ovens

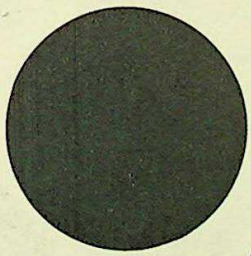
FRONT COVER



#7 WHITE

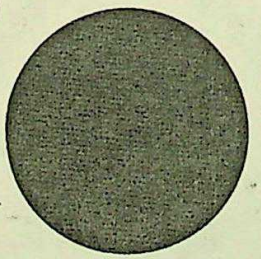


#8 SANDUST

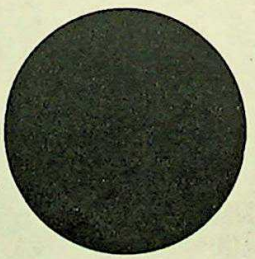


#24 MAROON

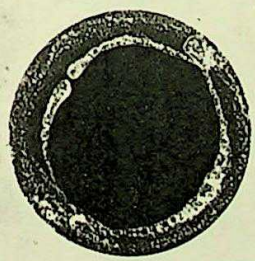
#27 MAT BLACK



#28 ADDISON GRAY

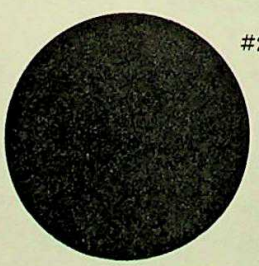


#29 MAHOGANY



#30 ANTIQUE MAHOGANY

#32 WALNUT



#33 LENOX BROWN

Hall®

The Hall China Company

EAST LIVERPOOL, OHIO 43920

#35 WEATHERED OAK

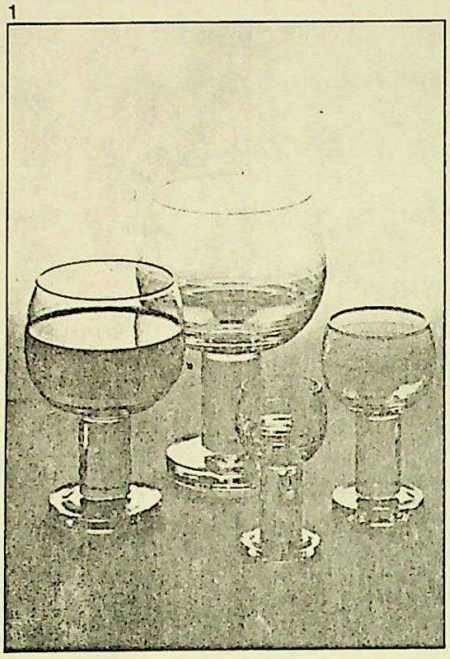
Colors illustrated are not true reproductions . . .
contact your Hall representative for the actual colors.

another copy in D7/536

D 7/~~3~~ 537

TABLEWARE INTERNATIONAL
JULY, 1981 p. 56

1



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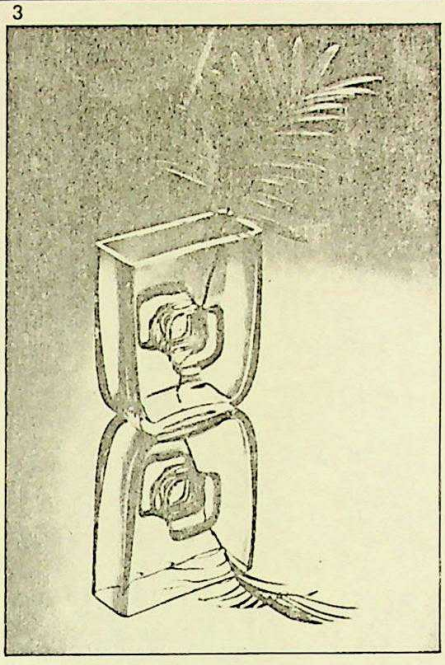

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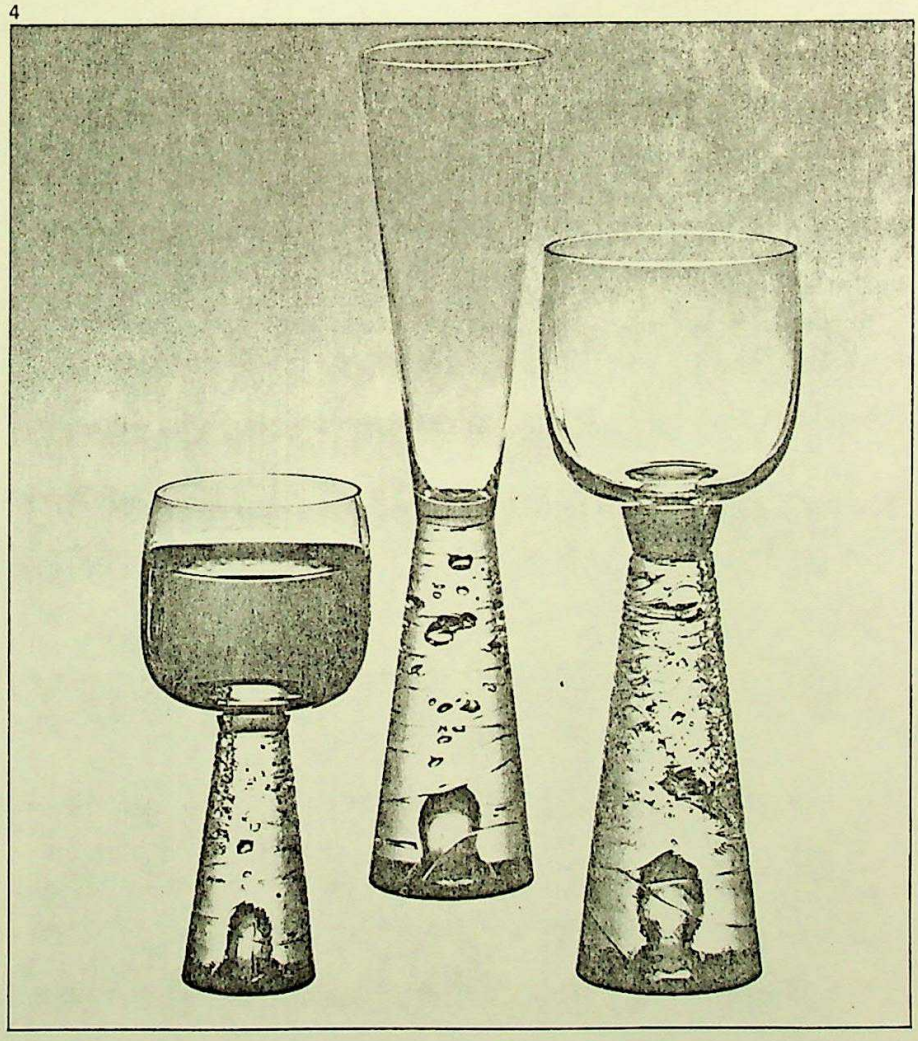


1 'Maaru' is the name of one of the latest lines from iittala (C10) which can be seen at Harrogate. This contemporary stemware range was designed by Tapio Wirkkala and has been named after his daughter. The range comprises liqueur/cordial, sherry, white wine, red wine, champagne and lager/goblet. There is also an elegant candle holder to complement the glasses

2 Kenleys (D26) will be exhibiting its extensive collection of Satsuma ware. The range consists of plates, boxes, dishes and vases, all available in four decorations. Pictured here is a temple jar which stands 6in (15.3cm) high and is decorated with a bird and floral pattern in attractive shades of green, orange and red

3 This vase demonstrates the elegant simplicity of design which is an outstanding feature of many iittala pieces. Called 'Koli', it was designed by Volto Kokko, head of iittala's visual department. This year iittala celebrates its 100th anniversary. It was founded in 1881 by a Swedish-born glass blower and now employs 650 people

4 One of the most popular ranges to be introduced in recent years by iittala is 'Arkipelago'. This highly unusual design with its 'ice crackled' stem is available in seven different glass sizes (three with the conical bowl) and a variety of vases and candle holders

D7/537

LHE MIKASA EXPERIENCE...
GALLERY OF TABLEART AT SAVINGS

in dinnerware served at
35% off. Start your
tting with one of the
ing designs from our
gallery. Skillfully
patterns that range
ntemporary to
nal.

ment your dinnerware
ikasa flatware and save
%. Dramatic designs
ed of gleaming stainless
any accented with color
ated handles.

crystal stemware and
pieces—a toast of
to complete your table
Each piece is a balance
and polish.

isma Black fine china.
ace setting.*
95, 24.65
ot. Reg. 67.75, 54.20
sugar bowl.
95, 18.36
Reg. 16.35, 13.08
nental Black flatware
with silver colored accents.
5-pc. place setting.
Reg. 30.00, **24.00**

C. Sea Mist stemware.
Flute. Reg. 25.00, **12.95**
Wine. Reg. 25.00, **12.95**
Brandy. Reg. 25.00, **12.95**
Not shown: Goblet.
Reg. 25.00, **12.95**

D. Sea Mist 6" bowl.
Reg. 44.50, **35.60**

E. Wedding Bands fine china.
5-pc. place setting.*
Reg. 39.95, **25.97**

F. Cara flatware. 5-pc. place setting. Reg. 45.00, **34.95**

G. Fleetwood fine china.
5-pc. place setting.*
Reg. 39.95, **25.97**

H. Ascot flatware. 5-pc. place setting. Reg. 45.00, **35.95**

J. Dress Circle fine china.
5-pc. place setting.
Reg. 36.95, **24.00**

K. Estasi flatware. 5-pc. place setting. Reg. 30.00, **19.95**

*5-pc. place setting consists of dinner and salad plates, soup/cereal bowl, cup and saucer.

PAGE 6

BLOOMINGDALE'S
TABLEART GALLERY

CATALOG
REC'D.
OCT. 15, 1982

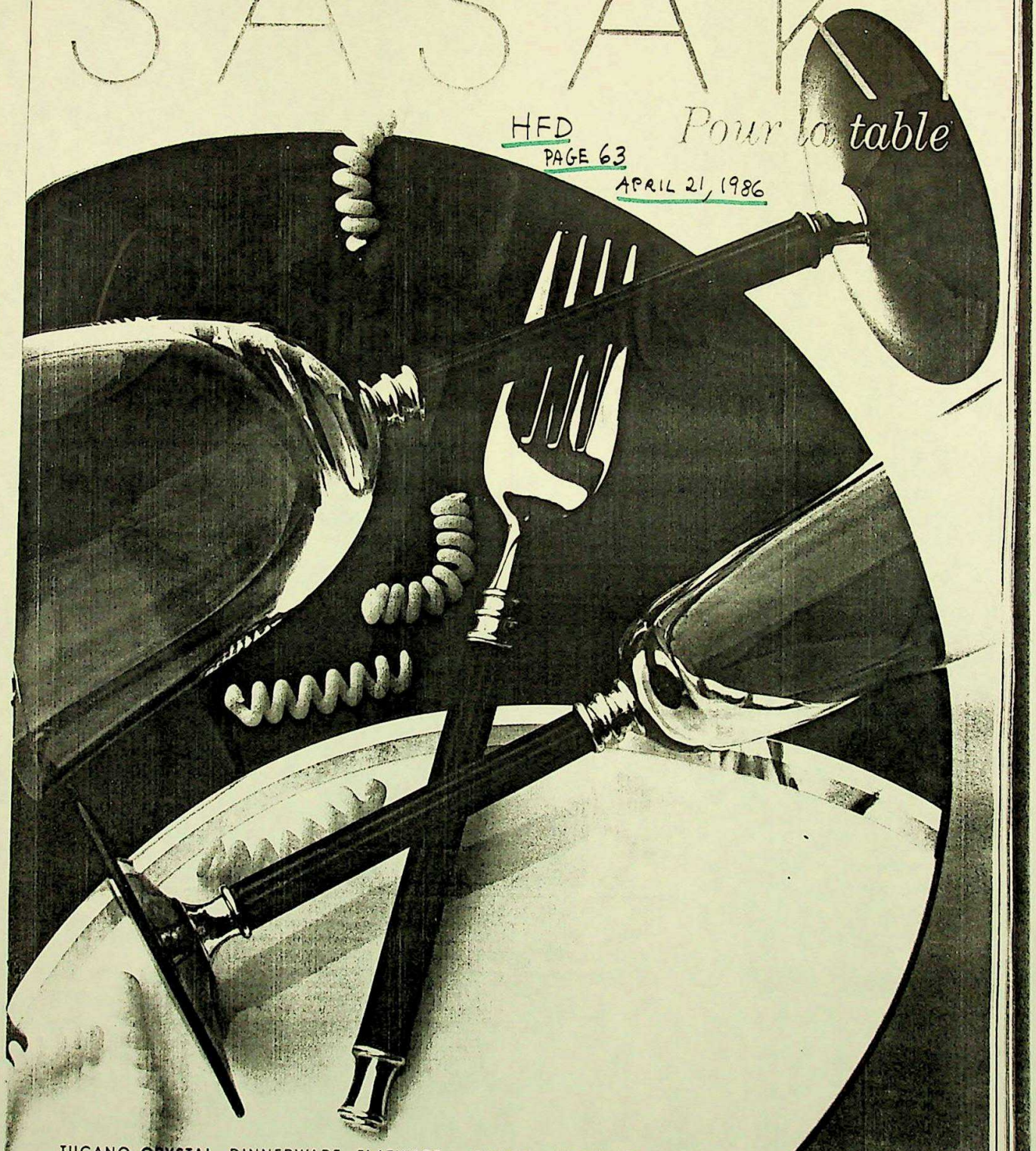
D7-537

~~D7/13~~

SASAKI

Pour la table

HFD
PAGE 63
APRIL 21, 1986



TUCANO CRYSTAL, DINNERWARE, FLATWARE. SASAKI, 41 MADISON AVENUE, NEW YORK, NY 10010

Innovation in Glas

D7/537

XR

Tableware International

February, 1987

page 8

form '86

Innovation
Patent Nr. P 3530192.9

Veronique
Patent Nr. P 3530192.9

AUSTRIA

D7/537 XR

inn crystal

A-5280 Braunau · Industriezeile 24 · Austria · Tel. 07722/4658-0 · Telex 027-407 icg a
Telefax: inn crystal glass 07722/4658-37
Int. Frankfurter Messe · Halle 10, 4. Obergeschoss, Stand A 27 (10.4A27) · Stand-Tel. 069/742359

D7-D8 537

Veronique is one of Inn's shapes of the future: blown bowl, pressed stem – with a hole. If required, the hole can carry a coloured acrylic filling

AUGUST, 1987
TABLEWARE INTERNATIONAL
P. 60

INN CRYSTAL: EXPORTING HOLES

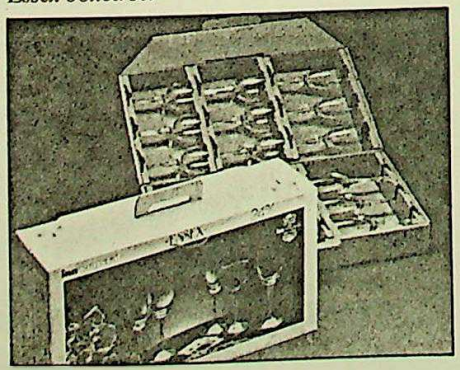
Inn Crystal offer a range of machine-made crystal which they believe has all the qualities of hand-production. It is largely due to the tremendous technical advances achieved by the company over the past six years that consumers worldwide can enjoy the elegance of mouth-blown crystal at the price of the machine-made variety.

The most striking features of the Inn Crystal suites are the fineness of the bowls, the crispness of the cuts, the fire-polished rims, and the length of the stems. The factory currently makes the longest machine-made stem in the world – an incredible 132mm. Production at Inn Crystal is geared to interpreting the qualities of the master-craftsman.

The two-process production (pressed stems and blown bowls) allows great flexibility in design innovation: flat stems with holes, divided stems, stems filled with coloured acrylics – the possibilies are endless.

Quick to see the potential of their achievements, Inn Crystal sell not only the finished article, but their machinery, too, to manufacturers worldwide. This gives producers making automated glass the opportunity to broaden their range with top-of-the-market crystal, without the problems and cost of changing their production. Crystal manufacturers can buy the necessary machinery to make their own lines.

Rosette, left, Ice-Flower, Exotica and Labrador are vase designs. Below, 18-piece Essex boxed set



Development costs are enormous and to help them, the factory encourages customers to share the cost of new moulds. The advantage to the customer is that they then have a unique product for which they have exclusive distribution rights in their own country. It is successful idea; 65-70% of production is exported.

The company manufactures two styles of stemware under the Inn Crystal brand: tall and sophisticated with large, fashionable bowls and the lightest of cuts, and the traditional, shorter stems with heavier, classic cuts. Under the name Vienna Crystal, the company is expanding its gift lines (candlesticks, candle lamps, vases, sweet jars and Christmas decorations), including items which 'six months ago would have been impossible to make by machine', according to sales and marketing manager Raoul Kloktschnik.

'It is because of our technical developments that we have been able to extend these lines. This gives us the edge on our competition, and the same can be said for our stemware, too. We were the first to introduce a long, thin stem, for example, something that had only been possible by hand before. Now we're producing machine-made stems with holes (Veronique and Innovation), a tremendous breakthrough with endless possibilities, because we are able to fill them with acrylic which not only makes them a novel table decoration, but ideal for the incentives market.

'We now have the ability to produce a stem which divides at the top to support the bowl,' says Mr Kloktschnik. 'Again, this is something which has never been done before by machine. Elena, the first suite to use this process, has a strong Art Deco influence and combines a frosted stem with a clear, plain crystal bowl. Using the same technique, we will produce other designs or subjects to hold the bowl.'

Because Inn Crystal is a comparatively small operation, production is very flexible, able to switch from one line to another quickly, a necessary ability when 40% of production is for other manufacturers.

'We are not geared to making vast quantities in order to keep solvent,' explains Mr Kloktschnik. 'Most automated glass producers make a range of both industrial and domestic glass in order to keep the machines working cost-effectively – around 300,000 finished pieces a day. We make 25,000.'

The range comprises eight shapes and 40 cuts. Mr Kloktschnik reports a growing preference for the lighter cuts, although he stresses that cuts such as Ascot (a flat cut with relief detail in gold) are still popular.

Marketing plays a key role for Inn Crystal. This encompasses advertising, press coverage, packaging and in-store promotions. At present the company is negotiating with US department stores to promote their lines at a special price of under $14.58 (£9).

Both suites and gifts are well-packed in four colour, illustrated presentation boxes with protective inserts. The suites are offered in fours or sixes to suit individual countries' needs.

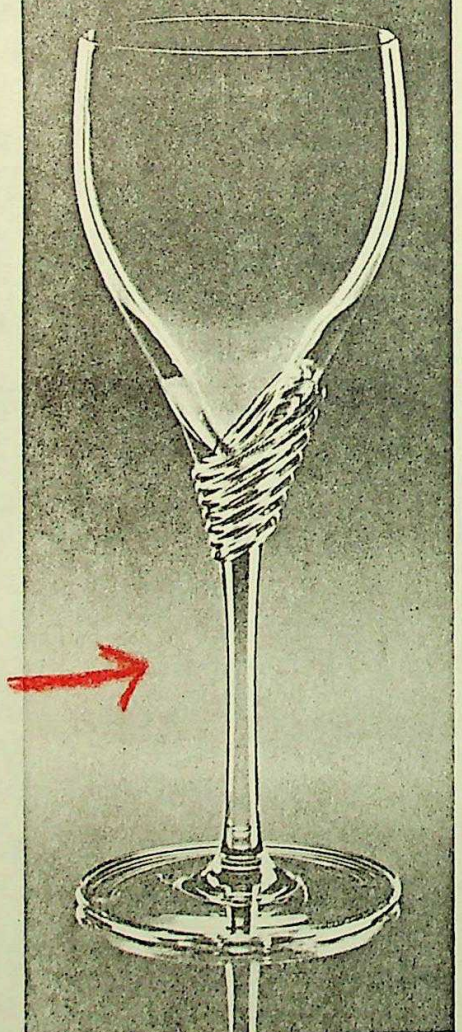
D7-537

We've been making fine crystal since 1521.

Isn't it time you had a look?

Spiegelau

41 Madison Ave., 9th Floor, New York 10010.
For an appointment, please call (203) 265-5580.



Birmingham *From p. 70*

APRIL 1988, PART I

ways: a cut crystal telephone and a pepper mill.

If you think you've seen everything in cottages, there's more: a musical cottage box from Pauline Ralph, following a tradition that dates back to the end of the 18th century; ceramic stationery racks at Arena Stationery; and house planters from Nordscan.

The kitchen got lots of attention. There were many versions of kitchen herbs to grow, a new-found interest in seasoning food. Cuckoobird added to its textile designs, including new Summertime floral kitchen accessories, and appointed a new distributor in the U.S.: Chelsea Cargo, 660 Brunnerville Rd., Lititz, Pa. 17543. House designs in kitchen accessories dominated at Frances Worters. Sari introduced new game bird oven gloves and potholders — and novelty coverups for tissue boxes: a pink cadillac, a red beetle and a thatched cottage with roses growing over the door.

The show's major design statement was made at the Design Centre stand, which included a number of its resources: the colorful studio pottery of Dart Pottery, exciting greeting cards with coordinated giftwrap by Roger La Borde and Cleverclocks, truly innovative timepieces, to name a few.

Novelties abounded. The British have a way with them. How about a

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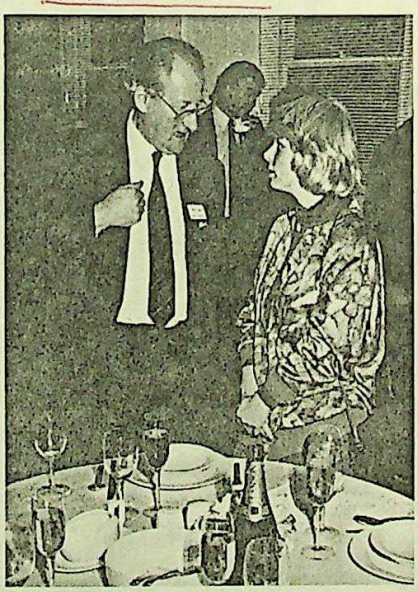

Astral, *Poole's newest entry, was unveiled at a special preview hosted by David Queensberry at his London-based design studio. The shape, designed by John Horler of the Queensberry Hunt Design Group, lends itself to colored glazes and is available in five finishes.*

GIFTS & DECORATIVE ACCESSORIES

The Lord Mayor of Birmingham, *England, Councillor Fred Grattidge, places the first mayoral call on the Galway Irish Crystal telephone to the Mayor of Galway, Alderman Martin Connolly. He is assisted by William Tobin, president and CEO of Galway Irish Crystal, during the Birmingham International Spring Fair, where the phone made its debut.*

D7-537

Goldfish Cassette, the ultimate executive gift from Bonanza? Or self-adhesive shapes in a variety of colors and shapes (hearts, stars, ovals and more) by Action Tapes that were originally designed as on-skin jewelry, but have expanded to other decorative uses! House jewelry, strings of rainbow crystals, were shown by One World; a combination beach bag, pillow, shade and back rest by Dimis Art Ltd.; squeaky and flashing sweatshirts by Tiny Tiger.

The idea of scenting the home has not escaped the British either. The smell of potpourri was everywhere. Loose and in novelty packs, the scents matched every need. Included was a new scent and lumiere room fragrance from Crammond Intl. Only the variety of dried flowers shown exceeded the range of scents. Dried flowers are very popular because of their affinity with country interiors and new technology that permits them to retain their colors.

Now, attention goes to next February's expanded event, Feb. 5 to 9. And the ISF is planning to be not only bigger, but better, too. Information and pre-registration material are available from Trade Promotion Services, Exhibition House, Warren Lane, Woolwich, London Se18 6BW, England. *Phyllis Sweed* □

ON THE COVER

This month's cover is by Elaina Papagni, a prize-winner in the annual *G&DA* competition among senior design students, Fashion Institute of Technology, New York.